

The Idea

Guidebook

The first steps to take your idea places.

guidebook will help you identify these problems better, so that you can come up with effective solutions, and your own unique way to bring about change.

## Let's get started!

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Action is driven by intent, and figuring out what impact you intend to have will give you the right direction. Here are some plausible impacts to consider.





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 Coming up with a good idea

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• Break it down: Why, what and how Why your solution or idea is

necessary and how it will benefit people; what your idea is - a brief summary; how it works, and how you plan to execute it.

## Keep it simple

Unless the argument requires a lengthy explanation, keep all your lines and pointers short, sweet and to the point. You can always go into detail when they buy into it. Add all the findings from your research and testing wherever it can reinforce an argument. Also, add a few pictures - it helps break the monotony of text.

• Let the data

do the talking

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## • Make a short version Apart from a full-length presentation, create an elevator pitch as well, which shouldn't be longer than 30 seconds. This will help you effectively pitch your idea to someone important, who doesn't have a lot of time.

You are ready!

If you have followed this guidebook then by now you should have a pitch-ready idea. Go on, the world is waiting. And so are we! Congratulations on becoming a part of the Tata Imagination Challenge 2021 where all ideas are given an equal ´ shot at greatness.

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